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SOCIAL MEDIA AND ONLINE FOOD DELIVERY BASED DIGITAL MARKETING STRATEGY FROM AN ISLAMIC ECONOMICS PERSPECTIVE: A CASE STUDY OF BAKSO PRESIDENT MALANG

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ABSTRACT

Rapid advancements in digital technology have fundamentally reshaped the way businesses operate and compete, particularly within the food and beverage sector. This study investigates how Bakso President Malang well established local meatball restaurant has leveraged digital marketing strategies through social media and online food delivery platforms to expand its customer base and improve overall sales performance. Employing a qualitative descriptive method with a case study design, data were gathered through direct observation, in-depth interviews with the business owner, and relevant documentation. The results demonstrate that active engagement on Instagram and TikTok, combined with registration on GoFood, GrabFood, and ShopeeFood, has meaningfully broadened the business's market reach and driven transaction growth. Key enabling factors include the restaurant's strong local reputation, its distinctive setting near a railway track, and a dedicated digital content management team. However, several constraints were also identified, namely high platform commission rates, limited digital marketing expertise among staff, and the lack of a structured content planning system. From an Islamic economics standpoint, the arrangement between the business and digital platforms aligns with the principles of the ijarah contract characterized by mutual willingness, clearly defined service objects, and transparent compensation terms. This study offers practical guidance for culinary SMEs seeking to integrate digital tools into an ethically grounded and sustainable business model.

Keywords: *digital marketing, social media, online food delivery, sales improvement, Islamic economics.*

INTRODUCTION

The sweeping progress of information and communication technology has brought about a fundamental transformation in the business landscape, including in Indonesia. This structural shift has compelled business owners to adopt digital-based marketing approaches that are simultaneously more efficient and expansive. The culinary sector has proven particularly susceptible to this disruption: the proliferation of digital platforms has intensified competition while simultaneously democratizing market access for small and medium enterprises (SMEs). Aqillah et al. argued that digital technology integration into SME operations is not merely a strategic option but a prerequisite

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for long term business sustainability, enabling more dynamic interactions among entrepreneurs, intermediaries, and consumers.[1]

The rapid growth of information and communication technology has opened up new chances for UMKM to use digital marketing as a more effective and efficient way to promote their products. Digital marketing itself includes many approaches, like using social media such as Instagram and TikTok, joining e-commerce platforms, and also using online food delivery services like GoFood, GrabFood, and ShopeeFood.

When SMEs establish a presence in digital spaces whether through social media, e-commerce platforms, or other online channels they unlock tangible opportunities to raise product visibility, extend market reach, and stimulate revenue growth. Social media, as an internet-based platform facilitating real-time interaction across geographical boundaries, has evolved into a high impact marketing instrument, including for culinary promotion. The capacity of platforms such as Instagram and TikTok to amplify content virality represents a qualitative shift in how small food businesses can compete with larger, better-resourced competitors.[2]

Beyond organic social media reach, app based food delivery services (online food delivery/OFD) have fundamentally altered consumer behavior by enabling access to culinary products without requiring physical presence. This shift accelerated sharply during and following the COVID-19 pandemic, which effectively coerced food business owners particularly those in the SME segment to abandon traditional face to face selling models in favor of digitally mediated distribution. The pandemic thus functioned as a critical juncture that exposed the fragility of non-digital business models and validated OFD platforms as essential infrastructure for food SME continuity.

From an Islamic perspective, knowledge and technological mastery are not merely pragmatic advantages but divinely encouraged pursuits. The Qur'anic injunction in Surah Al-Mujadilah (58:11) affirms that elevation is granted to those who possess knowledge, a principle that Islamic economic thought has interpreted to encompass the responsible use of technology for social and economic betterment. Accordingly, digital marketing, when structured within Islamic ethical boundaries, constitutes not only a legitimate but commendable business practice one that aligns temporal commercial objectives with higher moral imperatives.[3]

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[1] Mudrika Aqillah Et Al., "Penerapan Digital Marketing Sebagai Strategi Pemasaran Untuk Meningkatkan Daya Saing Umkm" 2, No. 1 (2024): 109–18.

[2] Nararya Narottama Et Al., "Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Konsumen Pendahuluan" 8 (N.D.): 741–73.

[3] Al.Quran, "Q.S Al Mujadillah 58:11," n.d.

Empirically, digital marketing strategies grounded in creative content production including product preparation videos, food influencer collaborations, and interactive promotional campaigns have demonstrated efficacy in stimulating purchase intent and building consumer-brand emotional attachment. The integration of multiple digital touchpoints, from OFD platforms to behavioral analytics, continues to redefine competitive dynamics in the culinary sector. However, efficiency gains must be weighed against ethical considerations, particularly regarding platform fee structures and their implications for small business sustainability.[4]

Notwithstanding the growing body of literature on digital marketing in culinary SMEs, several critical gaps remain underexplored. Most existing studies treat digital marketing adoption as a purely operational phenomenon, focusing on platform selection and content strategy without engaging with the structural power asymmetries inherent in OFD platform arrangements particularly the commission structures that can erode up to 38% of gross revenue.

Furthermore, while Islamic marketing ethics have received attention in the UMKM literature, prior studies have largely applied Shariah frameworks in normative rather than critical terms, affirming compliance without interrogating the degree to which platform commission models may generate gharar or violate the spirit of ijarah principles. Critically, no prior study has examined the integration of digital marketing strategy analysis with a rigorous Islamic economic critique specifically within the OFD platform context for a culinary SME in Indonesia. This study addresses that gap by offering both an empirical account of digital marketing "Social Media and Online Food Delivery Based Digital Marketing Strategy from an Islamic Economics Perspective: A Case Study of Bakso President Malang."

This study focuses on Bakso President Malang, a culinary business with distinctive local character that has successfully harnessed social media and OFD platforms as part of its digital marketing strategy to improve sales. The study aims to assess the effectiveness of these strategies, analyze enabling and constraining factors, and critically examine their alignment and tensions with Islamic economic principles.

RESEARCH METHOD

This study employs a qualitative descriptive approach using a case study design. This method was chosen because the aim is to develop a deep understanding of the phenomenon being

[4] Wulan Fitriya et al., "Penerapan Etika Pemasaran Islam Dalam Penggunaan Digital Marketing Pada Usaha Mikro Kecil Dan Menengah (UMKM)" 3, no. 1 (2024): 11–23.

studied namely the implementation of digital marketing in a culinary business without relying on statistical or numerical analysis. Data were collected in the form of narrative descriptions, visual documentation, and behavioral observations, which were then analyzed systematically to produce a comprehensive picture of the situation under investigation.[5]

The research site is Bakso President Malang, located at Jl. Sunandar Priyo Sudarmo, Purwantoro, Blimbing District, Malang City, East Java. Primary data were obtained through in-depth interviews with the business owner and manager, as well as direct observation of ongoing digital marketing activities. Secondary data were drawn from digital platform transaction records, social media content archives, and relevant academic literature.[6]

Data analysis followed the Miles and Huberman interactive model, comprising three iterative stages: data reduction (systematic selection and condensation of raw data), data presentation (organized display enabling conclusion-drawing), and conclusion-drawing/verification. This model is particularly suited to case study designs because it allows the researcher to revisit earlier stages as new evidence emerges, thereby enhancing analytical depth. Data validity was established through source triangulation systematically comparing interview results, direct observation findings, and documentary evidence to arrive at convergent and credible interpretations.

RESULTS AND DISCUSSION

Bakso President Malang represents an instructive case of how a long established culinary SME can leverage place based brand equity as a foundation for digital marketing strategy. Operating for over two decades in proximity to an active railway track, the business possesses an inherently photogenic identity that translates naturally into content assets a condition that reduces the marginal cost of content production relative to competitors without comparable visual differentiation. This is not incidental; it reflects what Aaker conceptualized as brand equity derived from physical distinctiveness, here repurposed within a digital attention economy where aesthetic authenticity increasingly functions as a competitive differentiator. The business is managed by Endah Surianingsih, supported by a structured operations and content management team an organizational configuration that signals a deliberate, rather than ad hoc, approach to digital marketing institutionalization.

[5] Dedi Susanto dan M Syahran Jailani, "Teknik Pemeriksaan Keabsahan Data Dalam Penelitian Ilmiah" 1, no. 1 (2023): 53–61.

[6] Ahmad Rijali, "Analisis Data Kualitatif Ahmad Rijali UIN Antasari Banjarmasin" 17, no. 33 (2018): 81–95.

The product architecture of Bakso President spanning from the Special Mix (IDR 54,000) to the Budget Mix (IDR 20,000) with supplementary frozen food offerings warrants analysis beyond mere description. The tiered pricing structure operationalizes a deliberate market segmentation logic: by maintaining price points across multiple consumer income brackets, the business sustains demand elasticity across heterogeneous segments while simultaneously using frozen food products to transcend geographic service boundaries. This multi-segment approach is theoretically consistent with Kotler and Keller's value proposition differentiation framework, wherein SMEs competing on digital platforms must construct clear price-value signals to avoid commoditization. Critically, the frozen food extension also functions as a hedge against the revenue volatility inherent in real-time OFD dependency a strategic consideration that becomes analytically significant when evaluated against the platform commission burden discussed below..[7]

Opting for Instagram and TikTok as the main promotional platforms goes beyond simply following where the users are it reveals a working grasp of how each platform's underlying algorithm rewards different types of content. Instagram is built around visual presentation, making it well-suited for polished food photography and carefully constructed brand storytelling that signals quality to prospective customers. TikTok operates on an entirely different logic: rather than showing content primarily to people who already follow an account, its system pushes material toward users whose interests match the content making broad organic reach achievable without spending on advertising. This architectural difference shows up clearly in the numbers: TikTok recorded an average engagement rate of around 8.7%, noticeably ahead of Instagram's 5.2%, a gap that Bhikuning et al. traced back to TikTok's content discovery system rather than any superiority in the content itself. What this means practically is that choosing a platform is not a neutral logistics decision it is a commitment to a particular growth environment, one that shapes how quickly an audience can be built and how much investment in content creation that growth will demand.

Alongside platform selection, the discipline of posting regularly and maintaining genuine interaction with followers responding to comments, engaging through direct messages, and resharing content that customers post themselves carries analytical weight that goes beyond basic social media management advice. Consistent posting tells the market that the business is active and dependable, a quiet but meaningful signal in an industry where consumers are quick to interpret silence as instability. The practice of amplifying user generated content does something more

[7] Salsa Febiola Et Al., "Pemanfaatan Media Sosial Instagram Untuk Digital Marketing Pada Umkm Bakso Dan Es Campur ' Family ' Di Kota Blitar Utilization Of Instagram Social Media For Digital Marketing In Umkm Bakso Dan Es Campur " Family " In Blitar City" 2, No. 3 (2023).

specific: it turns satisfied customers into credible, cost free voices for the brand, distributing the work of promotion outward without additional budget. Febiola et al. identified this kind of peer-produced content as a key factor shaping purchase intention among consumers encountering a culinary brand for the first time an observation grounded in the broader principle that recommendations perceived as coming from fellow consumers carry persuasive power that brand controlled messaging simply cannot replicate.[8]

The analysis of OFD platform participation reveals structural dynamics that demand critical scrutiny beyond revenue performance reporting. Bakso President's simultaneous presence across GrabFood, GoFood, and ShopeeFood reflects a risk diversification logic consistent with portfolio theory applied to distribution channel management: single platform dependency creates structural vulnerability to policy changes, whereas multi-platform presence provides exposure to heterogeneous consumer segments characterized by distinct platform loyalty patterns. However, the transaction data expose a more troubling dimension. GoFood generated the highest net revenue from the observed transaction period while imposing the lowest effective deduction rate at approximately 20.1% of gross sales, whereas ShopeeFood imposed an effective deduction rate of approximately 37.9% nearly double. The aggregate commission burden across three transaction observations reached nearly IDR 497,042, representing a substantial value extraction that platforms facilitate but do not produce. This is not a trivial operational detail; it is a structural tension at the core of OFD-dependent business models. Platforms expand market access while simultaneously appropriating a disproportionate share of value generated by the culinary producer a dynamic that Srnicek's platform capitalism framework would characterize as rent extraction from data infrastructure rather than value co-creation. Purely descriptive OFD adoption studies have consistently under-theorized this asymmetry, treating platforms as neutral intermediaries rather than as actors with structural power over pricing and margin determination.

Based on the transaction data gathered, the following table presents revenue details from each platform:

PLATFORM	GROSS SALES (IDR)	DEDUCTIONS (IDR)	NET REVENUE (IDR)
SHOPEEFOOD (FEB 6, 2026)	222,000	84,142	137,858
GRABFOOD (JAN 18, 2026)	548,000	191,800	356,200

[8] Dixian Bhikuning Et Al., "Perbandingan Efektivitas Digital Marketing Melalui Instagram Dan Tiktok Pada Ritel Makanan Dan Minuman Platform" 6, No. 2 (2025): 195–208.

GOFOOD (JAN 18, 2026)	1,097,500	221,100	876,400

Table 1. *Online Food Delivery Platform Revenue Data*

The promotional instruments available within OFD platforms price discounts, subsidized delivery fees, and in app paid advertising operate through distinct economic logics that carry divergent long-term implications. Delivery subsidies reduce transactional friction at the moment of conversion, addressing the most common behavioral barrier to OFD adoption. Price discounts, however, introduce a more structurally precarious mechanism.[9] Cautioned, sustained discount-based promotion risks conditioning consumer price expectations downward, eroding the pricing power that sustains margin viability over time. For SMEs operating on thin margins already compressed by platform commissions, this represents a compounding vulnerability promotional mechanisms that generate short-term visibility while accelerating long-term margin deterioration. This tension is particularly acute for businesses like Bakso President, where promotional budget constraints limit the ability to absorb sustained discount costs without restructuring base pricing or reducing input quality.

This represents a transfer of economic value away from the business that actually produces the food toward the platform that merely facilitates its distribution a relationship that, viewed through the lens of platform capitalism scholarship, resembles the collection of rent from infrastructure access rather than anything approaching genuine partnership or shared value creation. The broader academic literature on OFD adoption has largely failed to engage with this imbalance in meaningful terms, tending instead to frame platforms as passive connectors between sellers and buyers rather than recognizing them as powerful commercial actors who exercise substantial control over the pricing conditions and profit margins available to the businesses that depend on them.[10]

Supporting And Hindering Factors in Digital Marketing Implementation

Supporting Factors

Several conditions have played a significant role in supporting the successful implementation of digital marketing at Bakso President Malang. First, The interview results can be summarized as follows: A number of supporting factors play a role in the successful application of digital marketing, among them internal business policies that promote the utilization of social media as a means of promotion. In addition, the integration of online food delivery platforms has been

[9] Khoerul Anwar et al., "Digital marketing solusi pemasaran di era digital untuk meningkatkan omset penjualan UMKM" 6, no. 204 (2023): 404–14, https://doi.org/10.33474/jipemas.v6i2.19149.

[10] R Dewi Sulastriningsih Et Al., "Analisis Implementasi Online Food Delivery (Ofd) Sebagai Strategi Pemasaran Digital Di Food Court Tjendana Food Point" 3, No. 2 (2023).

particularly effective in broadening market coverage. Resource availability also serves as a key contributor, including the production of digital content and the maintenance of active online accounts. Moreover, the substantial level of consumer participation in digital services has emerged as a significant factor in driving sales growth. The foremost supporting factor lies in the presence of an internal business policy that actively encourages the adoption of digital technology as a marketing tool, thereby allowing promotional activities conducted online to proceed in a well-directed and consistent fashion.

Second, the presence of a dedicated digital marketing management team responsible for content creation, order management, and customer interaction enables the marketing strategy to be executed more effectively and on target. Based on these findings, it can be concluded that the successful implementation of digital marketing at Bakso President Malang is largely attributed to the synergy among business policies, technological utilization, resource readiness, and positive consumer response. The integration of these factors serves as the cornerstone in sustaining continuous sales growth.

Third, the availability of well-established digital platforms such as Instagram, TikTok, GoFood, GrabFood, and ShopeeFood provides ease in promoting products while extending market reach well beyond geographical boundaries. Fourth, high consumer participation and positive responses to the marketing content that is posted serve as indicators of the digital marketing strategy's success in capturing market interest. Fifth, the business's existing widespread name recognition facilitates the digital promotion process, as consumers already hold a baseline level of trust in the quality of its products.[11]

The interview findings can be summarized as follows: "Several supporting factors contribute to the implementation of digital marketing, including internal business policies that encourage the use of social media as a promotional tool. Furthermore, the adoption of online food delivery platforms has proven instrumental in expanding market reach. Additional support comes from the availability of resources, encompassing both digital content creation and active account management. Equally significant, the high level of consumer engagement with digital services has become a primary driver in boosting overall sales performance."[12]

Hindering Factors

[11] Khoerul Anwar Et Al., "Digital Marketing Solusi Pemasaran Di Era Digital Untuk Meningkatkan Omset Penjualan Umkm" 6, No. 204 (2023): 404–14, Https://Doi.Org/10.33474/Jipemas.V6i2.19149.

[12] "Wawancara Owner Bakso Presiden kak Endah Surianingsih pada tanggal 10 Februari 11.30," n.d.

On the other hand, the implementation of digital marketing also encounters a number of obstacles. First, limitations in digital support facilities such as technology equipment and internet connection quality can impede the promotion and online service processes. Second, the still limited budget allocated for paid promotions and creative content development restricts the reach of promotional efforts in attracting new customers. Third, the relatively low capacity of human resources in the area of digital marketing presents challenges in managing social media accounts and analyzing consumer behavior in the digital space.

Fourth, operational challenges in handling online orders including delayed responses and order processing errors have the potential to reduce consumer satisfaction and trust. Fifth, order surges during peak periods may exceed available production capacity, which in turn affects product quality and delivery timeliness.[13]

Based on the research findings, several obstacles were encountered in the implementation of digital marketing, covering both technical and non-technical aspects. This information was obtained through an interview with Kak Endah Surianingsih, who provided a firsthand account of the challenges faced in the field.

"The difficulties we usually experience come from supporting facilities that are not yet fully optimized, particularly in terms of content management and promotion. In addition, the budget allocated for paid advertising is quite limited, making it difficult to run promotions on a regular basis. There is also intense competition within the application, especially regarding pricing and promotional offers, so we constantly need to adjust our strategy. Occasionally, technical issues such as poor network connection or weak signal also arise, although this does not happen very frequently," stated Kak Endah Surianingsih.[14] Based on the statement above, it can be concluded that inadequate infrastructure and facilities represent one of the primary hindering factors affecting the effectiveness of digital marketing. Furthermore, budget constraints have a considerable impact on the frequency and creativity of digital promotional activities. Another challenge lies in the aspect of management, which demands consistency as well as the ability to adapt to ongoing technological developments and shifting consumer behavior.

Islamic Economics Perspective On Digital Marketing Implementation

Within Islamic economic thought, the contractual relationship between Bakso President Malang and its digital platform partners whether social media platforms or OFD services can be

[13] Laeli Istikharoh Et Al., "Peran Digital Marketing Dalam Meningkatkan Daya Saing Umkm Kuliner Pada Yohana Kitchen Jakarta" 5 (2025): 1008–17.

[14] "Wawancara Owner Bakso Presiden kak Endah Surianingsih pada tanggal 10 Februari 11.30."

analyzed through the *ijarah* framework, defined under DSN-MUI Fatwa Number 09/DSN-MUI/IV/2000 as a contract transferring usufruct rights over services for a specified period in exchange for defined compensation (*ujrah*), without involving the transfer of ownership. However, rather than simply affirming this categorization at face value, a more analytically rigorous approach demands that each validity condition of *ijarah* be examined critically against the actual structural conditions governing Bakso President's platform relationships because it is precisely at the level of these conditions where significant tensions emerge.

For an ijarah contract to be considered valid under Islamic law, several conditions must be met:

1. *First condition: Mutual willingness free from coercion* ***(antaradin)***.

   Islamic contract law requires that both parties enter an agreement out of genuine and uncoerced consent. In the context of Bakso President's participation on OFD platforms such as GrabFood, GoFood, and ShopeeFood, this condition warrants careful scrutiny. Formally, no party compels a food business to register on these platforms. However, the practical reality of the current culinary market in Indonesia tells a more complicated story. Consumer behavior has shifted so substantially toward app-based food ordering a shift dramatically accelerated by the COVID-19 pandemic that non-participation in major OFD platforms effectively translates into market exclusion. A business that refuses to join these platforms does not exercise a genuinely free commercial choice; it accepts a structural competitive disadvantage that may threaten its survival. This condition of market dependency raises a legitimate question about whether the consent given by SME operators like Bakso President is truly *antaradin* in the substantive Islamic sense, or whether it is consent shaped by the absence of viable alternatives a condition that classical Islamic jurisprudence has recognized as diminishing the quality of contractual willingness even when no explicit coercion is present.
2. *Second condition: The service object must be clearly defined and Shariah-compliant*

   This condition appears to be met in its formal dimension: the services provided by social media platforms and OFD operators content distribution, order facilitation, payment processing, and delivery coordination are identifiable and do not in themselves conflict with Islamic principles. Bakso President's products are halal food items, and the nature of the services rendered by platforms does not involve prohibited elements. However, a more critical reading reveals a complication: the precise scope of what the platform commits to deliver in exchange for its commission is never comprehensively specified. Platform agreements do not

guarantee any defined level of product visibility, search ranking, or consumer exposure. The business pays a commission on every transaction, but what it receives beyond basic order processing in terms of algorithmic promotion, preferential placement, or marketing support remains entirely at the platform's discretion. This ambiguity in the service object, where the SME pays a fee whose full value equivalence cannot be verified or predicted, introduces a dimension of contractual incompleteness that deserves more than a passing acknowledgment. the object of the contract must be a service that is clearly defined and does not conflict with Islamic principles;

3. *Third condition: The benefit must be realizable and free from ambiguity (gharar)*
   This is arguably the most problematic condition when applied to OFD platform relationships. The *gharar* prohibition in Islamic economics targets contractual arrangements where material uncertainty about the nature, value, or delivery of the contracted benefit exposes one party to disproportionate risk. In OFD participation, Bakso President pays commission rates that vary significantly across platforms approximately 20.1% on GoFood and approximately 37.9% on ShopeeFood yet it has no access to the algorithmic logic that determines how prominently its products are displayed to potential consumers. A business can pay full commission on every transaction and still find its products buried beneath competitors who have purchased in-app advertising, without any contractual recourse. The realized benefit of platform participation is therefore not a fixed or predictable quantity it fluctuates according to opaque algorithmic decisions that the platform makes unilaterally and without disclosure. This structural opacity regarding the actual benefit receivable constitutes a form of *gharar* that the existing literature on Islamic digital marketing has largely glossed over by treating platform participation as straightforwardly beneficial without interrogating the asymmetric information conditions under which that benefit is delivered.
4. *Fourth condition: Clear agreement on cooperation terms, service duration, and fee structure.*
   On its surface, this condition appears satisfied: OFD platforms provide written terms of service that specify commission rates and outline the general nature of the service relationship. However, a deeper examination reveals that this apparent clarity is largely illusory in practice. Platform terms of service are non-negotiable standard contracts take it or leave it agreements that SME operators like Bakso President cannot modify regardless of their bargaining preferences. More critically, these terms typically reserve the platform's right to alter commission structures, promotional mechanics, and service conditions unilaterally, with

changes communicated through policy updates that business partners are deemed to have accepted simply by continuing to use the platform. The Islamic requirement for a clear and mutually agreed contractual arrangement presupposes that both parties have meaningful input into the terms they are bound by. Where one party can rewrite the terms of an ongoing agreement without the other's active consent, the condition of genuine contractual clarity is not fully satisfied and this has direct implications for how the *ijarah* classification should be applied to OFD relationships.there must be a clear agreement regarding the terms of cooperation, the duration of the service, and the fee structure.

5. *Fifth condition: Compensation (ujrah) must be transparent in amount and payment method.*
   The commission rates imposed by OFD platforms are disclosed, which satisfies the basic transparency requirement at the level of the stated fee. But transparency in Islamic economics should not be reduced to mere numerical disclosure it should encompass a full and honest representation of the economic consequences of the arrangement. When ShopeeFood's effective deduction rate reaches approximately 37.9% of gross sales, the practical implication is that for every IDR 100,000 in revenue generated, nearly IDR 38,000 is transferred to the platform before the business covers any production cost. If this level of extraction is combined with in app promotional discounts that the platform sometimes applies without prior business consent, the effective *ujrah* being paid can exceed what was formally disclosed. Furthermore, the *ujrah* principle in classical Islamic jurisprudence implies proportionality between the fee and the service rendered a standard that becomes difficult to satisfy when commission rates approach 40% of gross revenue for a service whose primary contribution is digital order facilitation. The question of whether such rates reflect fair compensation for a defined service, or represent an exercise of market power that extracts value disproportionate to the service provided, is one that a genuinely critical Islamic economic analysis cannot responsibly set aside.[15]

Taken together, this condition-by-condition analysis reveals that while Bakso President's digital marketing activities do not violate Islamic principles in any straightforward or obvious sense, the structural conditions governing its OFD platform relationships contain multiple points of tension with the substantive requirements of a valid *ijarah* contract. The most serious of these the opacity of algorithmic benefit delivery, the non-negotiability of contract terms, and the proportionality

[15] Moh. Mukhsinin Syu'aibi Universitas Aslikhah, "Fenomenologi Self Declare Sertifikasi Halal Bagi Pelaku Umkm Produk Makanan Dan Minuman Untuk Peningkatan Awareness Sertifikasi Halal Di Kabupaten Pasuruan," N.D., 68–83, Https://Doi.Org/10.35891/Muallim.V5i1.3424.

question raised by commission rates as high as 37.9% point toward a conclusion that is more nuanced than a simple compliance affirmation. From the perspective of *maqasid al-Shariah*, and specifically the principle of *hifz al-mal* as the protection of economic welfare and the prevention of exploitative value extraction, the OFD commission model as currently structured does not fully align with the spirit of Islamic economic justice even when it may satisfy its formal requirements on paper. This distinction between formal permissibility and substantive justice is precisely what a critical Islamic economic analysis is designed to illuminate, and it is a distinction that the normative strand of the existing literature has consistently failed to draw.[16]

CONCLUSION

This study yields several key findings relating to the implementation of digital marketing through social media and online food delivery platforms at Bakso President Malang. First, the use of Instagram, TikTok, GoFood, GrabFood, and ShopeeFood has demonstrably expanded market reach and significantly increased transaction volume. Field data indicate that GoFood delivered the highest revenue contribution, while TikTok outperformed Instagram in terms of engagement rate.

Second, the success of this strategy is supported by the business's well-established reputation, the uniqueness of its location as a content attraction, an active digital management team, and a high level of responsiveness to consumer needs. Conversely, the obstacles identified include limited promotional budgets, low digital staff capacity, high platform commission fees, and the absence of a standardized operational system for handling online orders.

Third, from an Islamic economics perspective, the implementation of digital marketing has reflected the principles of a valid ijarah contract marked by mutual willingness of both parties, clearly defined service objects, the absence of gharar, and transparency in the determination of ujrah. Accordingly, the digital marketing strategy applied is not only relevant from a business standpoint, but also consistent with Islamic values that prioritize honesty, fairness, and blessings in every transaction.

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[16] M Fahmul Iltiham, "Penerapan Etika Bisnis Islam Pada Pedagang Untuk Meningkatkan Loyalitas Pelanggan Di Pasar Nongkojajar Kecamatan Tutur Kabupaten Pasuruan," 2019, 339–58.

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